

## Team Up with BART this Baseball Season!

The smell of the grass, the crack of the bat and the familiar “boop-boop” of a BART train signal the return of baseball to the Bay Area.

This month the Oakland Athletics and San Francisco Giants both open what should be an interesting 2005 Major League Baseball season.

### Giants Opening Schedule

Tues. April 5, 1:05 vs LA Dodgers  
 Wed. April 6, 6:05 vs LA Dodgers  
 Thurs. April 7, 7:15 vs LA Dodgers  
 Fri. April 8, 7:15 vs Colorado  
 Sat. April 9, 1:05 vs Colorado  
 Sun. April 10, 1:05 vs Colorado

### A's Opening Schedule

Mon. April 11, 7:05 vs Toronto  
 Tues. April 12, 7:05 vs Toronto  
 Wed. April 13, 7:05 vs Toronto  
 Fri. April 15, 7:05 vs LA Angels  
 Sat. April 16, 1:05 vs LA Angels  
 Sun. April 17, 1:05 vs LA Angels

San Francisco's home opener is Tuesday, April 5 at 1:05 against the defending National League West Champion Los Angeles Dodgers. Take BART to Embarcadero or Montgomery Stations and walk or transfer to Muni Metro's N line. The Second and King Muni station is adjacent to SBC Park.

The A's first home game is April 11 versus Toronto. The A's then battle the American League West Champion Los Angeles Angels of Anaheim. Getting to the ballpark couldn't be easier—simply exit BART at Coliseum Station to avoid traffic and parking hassles.



Tera Romano

### A's Double Play Wednesdays

Forget about high gas prices, get low hot dog prices!

Every A's Wednesday home game is a Double Play Wednesday brought to you by BART\*. Purchase View Level game tickets for just \$2! Hot dogs for just \$1! Call 510/762-BALL and get your tickets today!

### Upcoming Double Play Wednesdays:

Wed. April 13, 7:05 vs Toronto  
 Wed. April 27, 12:35 vs Chicago  
 Wed. May 4, 12:35 vs Texas  
 Wed. June 1, 7:05 vs Tampa Bay  
 Wed. June 15, 7:05 vs NY Mets

\* Wed., May 18 vs Boston is not a Double Play Wednesday.

## Advertising in System Helps BART's Bottom Line

You can remember his face better than most of the other people you see on BART. He's so familiar, you consider him almost a friend. A fellow BART rider? Kind of. He's the morning show host on a local Spanish radio station currently appearing on advertisements in BART stations and on BART trains.



These ads, known as “two-sheets” (in stations) and “car cards” (on trains) are more

than just a diversion, or something to read if you've forgotten your newspaper. They are a good source of revenue for BART. BART's advertising program, administered by Viacom, generated 3.2 million dollars for BART last year.

In addition to car cards and two-sheets, advertisers sometimes buy “station saturation” advertising, and dominate a station with their product and logos on station floors, pillars and walls. Computer companies like to do this in Downtown San Francisco BART stations.

BART is constantly looking for new ways to generate advertising dollars and is currently considering advertising on tickets and via silent television monitors aboard trains. The goal is to bring in as much new revenue as possible while keeping station and train aesthetics in mind.

Next time you see an ad in the BART system remember, it's not just plugging which movie to see or which anti-perspirant to wear, it's a revenue generating tool to help keep BART safe, clean and running on time.

## Win a Trip to Vancouver, British Columbia

This April, four lucky BART riders have the exceptional opportunity to travel to BC for free. Visit [bart.gov](http://bart.gov) and enter the “Take BART to BC” Sweepstakes before April 30, 2005 for a chance to win a trip for two to Vancouver, British Columbia\*. There are four trips to be won – one each week!

Located a short plane ride north of California, British Columbia has become one of North America's leading travel destinations, thanks in large part to its exceptional mix of natural beauty and cosmopolitan style. Few other destinations can boast that, on any given day, visitors can ski, golf and kayak – all within city limits.



Call 1/800 HELLO BC® or visit [HelloBC.com](http://HelloBC.com) to order your free BC Escapes® guide – the most comprehensive planning tool for a getaway to BC.

# Question of the Month



**My high school class is taking a field trip to the Museum of Modern Art in San Francisco and would like to ride BART. Can we get a discount on our BART tickets? If so, how?**

Students up through age 18 and 12th grade, on a school chaperoned trip, may ride BART at a 75% discount. Just have your field-trip coordinator submit the full trip itinerary and payment to BART Group Sales at least 21 days in advance of the trip to ensure the exact fare discount tickets can be printed and delivered back to the school in time for the trip. Any disabled chaperones with disabled ID, or seniors age 65 years and up are eligible for the same discount, while all other chaperones are charged regular fare. For detailed information, contact BART Group Sales at 510/464-6964.

## BART to "Opening Day on The Bay"

Sunday, April 24 is "Opening Day on the Bay," marking the official start of the 2005 boating season on San Francisco Bay. Don't miss the boat...ride BART!

The highlight of the event is the decorated boat parade at noon. You can watch from the shore all the way from Crissy Field to Pier 39 at no charge. To get to Pier 39, take BART to Embarcadero station and hop on to Muni's Historic F-line, or if the weather's nice, just stroll down the Embarcadero.

Over 250 vessels will participate in a decorated boat contest and the parade of boats will be lead by one of the City of San Francisco's ever-popular fire boats. To promote a safe and enjoyable day, the U.S. Coast Guard, the Coast Guard Auxiliary and U.S. Power Squadron and other designated craft will patrol the parade route.



## GOOD TIMES

### Have a Poem on Me

A Clean Well-Lighted Place for Books  
Opera Plaza, 601 Van Ness Ave., San Francisco  
**BART: Civic Center**

**Friday, April 8, noon-1 p.m.:** California Poets in the Schools (CPITS) hosts student poets from San Francisco public schools reading their work. At the event, CPITS will also announce the statewide winners in a search among student poets for "Laureate in Training," from nominees around the state.

### 36th Annual California Wildflower Show

Oakland Museum of California  
10th and Oak streets  
[www.museumca.org](http://www.museumca.org) or 510/238-2200  
**BART: Lake Merritt**

**Saturday-Sunday, April 16-17:** The exhibition features a profusion of native flowers gathered in the deserts from the Mexican border to the Owens Valley and from the mountains east of Los Angeles to the Colorado River and the Nevada state line.

### After 9/11: Messages from the World and Images of Ground Zero

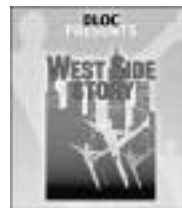
Trophy Room, War Memorial Building  
401 Van Ness Ave., San Francisco  
**BART: Civic Center**

**Through April 30:** Traveling exhibition co-sponsored by the U.S. Department of State's U.S. Diplomacy Center features photographs of the destruction and recovery of Ground Zero taken by Joel Meyerowitz, the only photographer allowed free artistic access to the site. The exhibit also includes condolence messages from

110 countries and other communications.

### West Side Story

Diablo Light Opera Company  
Dean Leshner Regional Center for the Arts  
1601 Civic Drive, Walnut Creek  
[www.dlra.org](http://www.dlra.org) or 925/943-7469  
**BART: Walnut Creek**



**April 1-May 8:** The Bernstein-Sondheim classic based on the Shakespeare classic.

### What are you... Deaf? A solo play

Yerba Buena Center for the Arts Forum  
701 Mission St., San Francisco  
[www.YerbaBuenaArts.org](http://www.YerbaBuenaArts.org) or 415/978-2787  
[www.deafmedia.org](http://www.deafmedia.org), phone 510/841-0163, TTY 510/841-0165  
**BART: Powell or Montgomery**

**Saturday, April 30, 8 p.m.:** An insightful, comedic portrayal of a man who is both deaf and African-American, written by and starring actor/writer/performance artist C.J. Jones.

### Confessions of a Mormon Boy

New Conservatory Theatre Center  
25 Van Ness Ave. near Market, San Francisco  
[www.nctcsf.org](http://www.nctcsf.org) or 415/861-8972  
**BART: Civic Center**

**April 14-24:** With humor, song and the Book of Mormon, sixth-generation Mormon Steven Fales plays various characters from his distinctive life's journey as a gay Mormon, Eagle Scout, missionary to Portugal, Brigham Young University gradu-

## Cut Your Taxes with Commuter Check

Tax time is upon us once again and aren't we all looking for a way to pay less to the IRS? Save money on your taxes next year by signing up for Commuter Check.

Use Commuter Checks to pay for BART tickets and reserved parking with pre-tax dollars. This year, the maximum benefit for tax-free transit is up to \$105 per month, as part of IRS Section 132(f). The law will allow employers to give employees up to \$1,260

per year in transit value as a pre-tax payroll deduction or a tax-free employee benefit.

Commuters who participate in employer-sponsored transit benefit programs can now save up to \$500 in taxes annually. Employers save more on payroll taxes as well—up to \$120 per employee.

For more information, call Commuter Check at 800/559-7909 or visit them online at [www.commutercheck.com](http://www.commutercheck.com).



"WE TAKE BART TO THE COLISEUM FOR A DAY GAME, THEN TO SF FOR A NIGHT GAME, THEN TO SFO FOR A RED-EYE TO THE HALL OF FAME AND SEVEN MORE CITIES."

"OR MAYBE WE JUST HONEYMOON IN MAUI."



"ALOHA, SO OUR WEDDING'S STILL ON. NOW ONCE MORE WITH FEELING."

**BARToon**  
[grimescartoons.com](http://grimescartoons.com)

—JOHN GRIMES